

**Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

1. (Previously Presented) A financial presentation instrument with an integrated holder comprising:  
a data card having an information storage medium that is configured to store a unique identifier and at least a pair of apertures therethrough for suspending the data card from a display hook, wherein the data card comprises a rectangular shape having dimensions that are about 2 1/8 inches by about 3 3/8 inches, a front side comprising a live copy limit, a back side where the information storage medium is located, and wherein the live copy limit is within about 3/32 of an inch from an outside edge of the card, and wherein each aperture is at least about 1/16 of an inch from each other, the live copy limit, and the information storage medium.
2. (Original) The instrument of claim 1 wherein the pair of apertures are located on a top portion of the data card.
3. (Original) The instrument of claim 1 wherein the pair of apertures are located on a side portion of the data card.
4. (Original) The instrument of claim 1 wherein the pair of apertures comprise a circular, J-peg, semi-circular, oval, rectangle, square, polygonal, or a combination thereof shape.
5. (Original) The instrument of claim 1 further comprising an additional aperture through the data card.
6. (Original) The instrument of claim 1 wherein the data card comprises a stored value card.

7. (Original) The instrument of claim 1 wherein the data card comprises a gift card.

8. (Original) The instrument of claim 1 wherein the information storage medium comprises a magnetic stripe.

9. (Original) The instrument of claim 1 wherein the information storage medium comprises a bar code.

10. -11. (Canceled)

12. (Previously Presented) A financial presentation instrument with an integrated holder comprising:

a data card having an information storage medium that is configured to store a unique identifier and at least one J-peg shaped aperture therethrough for suspending the data card from a display hook, wherein the card comprises a rectangular shape with a front and a back side, a top and a bottom flat portion each about  $3 \frac{3}{8}$  inches long, and two side flat portions each about  $2 \frac{1}{8}$  inches long, the J-peg shaped aperture is located on one of the two side portions of the data card, and a live copy limit is located on the front or back side of the card at about  $\frac{3}{32}$  of an inch from the top, bottom, and both side portions of the data card.

13-14. (Canceled).

15. (Original) The instrument of claim 12 further comprising an additional aperture through the data card.

16. (Original) The instrument of claim 15 wherein the additional aperture comprises a circular, J-peg, semi-circular, oval, rectangle, square, or polygonal shape.

17. (Original) The instrument of claim 12 wherein the data card comprises a stored value card.

18. (Original) The instrument of claim 12 wherein the data card comprises a gift card.

19. (Original) The instrument of claim 12 wherein the information storage medium comprises a magnetic stripe.

20. (Original) The instrument of claim 12 wherein the information storage medium comprises a bar code.

Claims 21-22 (Canceled).

23. (Previously Presented) A financial presentation instrument with an integrated holder comprising:

a rectangular shaped data card having an information storage medium that is configured to store a unique identifier and at least one aperture therethrough for suspending the data card from a display hook, wherein the at least one aperture is located on a central portion of the data card, wherein the data card further comprises a back side with the information storage medium located thereon, a front side comprising a live copy limit that is about 3/32 of an inch from an outside edge of the card, and the aperture is at least 1/16 of an inch from the live copy limit and the information storage medium.

24. (Original) The instrument of claim 23 wherein the aperture comprises a circular, J-peg, semi-circular, oval, rectangle, square, or polygonal shape.

25. (Original) The instrument of claim 23 further comprising an additional aperture through the data card.

26. (Original) The instrument of claim 23 wherein the data card comprises a stored value card.

27. (Original) The instrument of claim 23 wherein the data card comprises a gift card.

28. (Original) The instrument of claim 23 wherein the information storage medium comprises a magnetic stripe.

29. (Original) The instrument of claim 23 wherein the information storage medium comprises a bar code.

30. (Original) The instrument of claim 23 wherein the data card has dimensions that are about 2 1/8 inches by about 3 3/8 inches.

31. (Currently Amended) A financial presentation instrument with an integrated holder comprising:

a data card having a circular shaped portion and a rectangular shaped bottom portion having an information storage medium that is configured to store a unique identifier and at least one centrally spaced aperture therethrough for suspending the data card from a display hook, wherein a live copy limit is located on the a front or back side of the card at about 3/32 of an inch from the bottom portion and both side portions of the rectangular shaped bottom portion, wherein the rectangular shaped bottom portion has the information storage medium displayed thereon, and wherein the diameter of the circular shaped portion is less than a longest length of the rectangular shaped bottom portion.

32. (Canceled)

33. (Original) The instrument of claim 31 wherein the data card comprises a stored value card.

34. (Original) The instrument of claim 31 wherein the data card comprises a gift card.

35. (Previously Presented) A financial presentation instrument with an integrated holder comprising:

a data card having an information storage medium that is configured to store a unique identifier and at least one rectangular shaped aperture therethrough for suspending the

data card from a display hook, wherein the data card further comprises a back side with an information storage medium located thereon, a front side comprising a live copy limit that is about 3/32 of an inch from an outside edge of the card, and wherein the rectangular shaped aperture is at least 1/16 of an inch from the live copy limit and the information storage medium.

36. (Previously Presented) A method for displaying a financial presentation instrument with an integrated holder comprising:

providing a data card having an information storage medium that is configured to store a unique identifier data and at least one aperture therethrough, wherein the data card further comprises a rectangular shape having four flat edges, dimensions that are about 2 1/8 inches by about 3 3/8 inches, a front side comprising a live copy limit, a back side wherein the information storage medium is located, and wherein live copy limit is about 3/32 of an inch from an outside edge of the card, and the aperture is at least 1/16 of an inch from the live copy limit and the information storage medium;

providing a display hook; and

suspending the data card from the display hook through the at least one aperture.

37-40. (Canceled).

41. (Original) The method of claim 36 wherein the aperture comprises a circular, J-peg, semi-circular, oval, rectangle, square or polygonal shape.

42. (Original) The method of claim 36 wherein the data card comprises an additional aperture therethrough.

43. (Original) The method of claim 42 further comprising providing an additional display hook and suspending the data card from the additional display hook through the additional aperture.

44. (Original) The method of claim 42 wherein the pair of apertures are located on a top portion of the data card.

45. (Original) The method of claim 36 wherein the aperture is located on a central portion of the data card.

46. (Original) The method of claim 36 wherein the aperture is located on a side portion of the data card.

47. (Original) The method of claim 36 wherein the data card comprises a stored value card.

48. (Original) The method of claim 36 wherein the data card comprises a gift card.

49. (Original) The method of claim 36 wherein the information storage medium comprises a magnetic stripe.

50. (Original) The method of claim 36 wherein the information storage medium comprises a bar code.

51-66. (Canceled).

67. (Currently Amended) A financial presentation instrument with an integrated holder and a rectangular shaped data card, wherein the data card comprises:

a front side comprising a live copy limit;

a back side with an information storage medium located thereon that is configured to store a unique identifier;

a top **flat edge measuring about 3 3/8 inches with comprising two flat portions on either side of** a protrusion **portion extending no more than about 1/2 of an inch and at least 1/8 of an inch away from the top edge;**

a bottom flat edge measuring about 3 3/8 inches;

two side flat edges measuring about 2 1/8 inches; and

at least one aperture through the protrusion **portion** for suspending the data card from a display hook.

68-73. (Canceled)

74. (Original) The instrument of claim 67 wherein the aperture comprises a circular, J-peg, semi-circular, oval, rectangle, square, or polygonal shape.

75. (Original) The instrument of claim 67 wherein the data card further comprises a second protrusion with an additional aperture therethrough.

76. (Original) The instrument of claim 67 wherein the data card comprises a gift card.

77. (Original) The instrument of claim 67 wherein the information storage medium comprises a magnetic stripe.

78. (Original) The instrument of claim 67 wherein the information storage medium comprises a bar code.